holaluz

Press release

Holaluz becomes the main sponsor of spain's first private women's alpine skiing team, fast

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Barcelona, 2 de diciembre de 2021- Holaluz, a green energy technology company listed on the BME Growth since November 2019, will from today become the main sponsor of Spain's first private women's alpine ski team in history, which is renamed FastHolaluz. The 100 percent green energy electricity company, has been committed since its foundation to change the world by putting people at the centre of its business proposition. For the next two seasons, the firm will support the women's ski team, launched by La Molina Club d'Esports and made up of nine female skiers.

Aiming to give visibility to those who confront difficulties and fight for their ideals on a daily basis, Holaluz joins the alpine professional sports ski team project created in 2021 with the intention of uniting some of the best Spanish alpine skiers and helping them fulfil their dreams of reaching the Olympics. As much in skiing as in green energy, the trajectory of the FAST team and Holaluz has demonstrated that any obstacle can be overcome with a "yes, it's possible" attitude and a will to work together.

The FAST skiing team, and alpine skiing in general, is increasingly adopting sustainable practices, and this also makes it a natural fit for Holaluz which wants to help the world move towards 100 percent green energy.

Carlota Pi, co-founder and CEO of Holaluz said: "Thanks to the creation of the team, the runners will not have to train on their own or in private teams abroad, as has been the case in recent years. Our mission at Holaluz is to become a tool for change by supporting initiatives focused on personal growth through effort, such as the FAST

team, which is now called FastHolaluz. At Holaluz we promote a business model for holistic development. This means providing all the necessary tools for flexibility and autonomy so people can carry out their responsibilities in combination with their personal life. Pursuing this objective and with the optimistic attitude of #ItsPossible that governs our daily lives, we take our vision to the field of professional sports".

Núria Pau, a FastHolaluz skier and team co-creator said: "We are very happy that renowned companies like Holaluz have joined our project and will support us throughout the season. For private teams, it is often families who bear the costs, so the support we receive from Holaluz is of great help. We are glad they trust the project and want to help us to fulfil our dreams, in my case, going to the Beijing Olympic Games in 2022".

Cristian Masdeu, technical director of La Molina Club d'Esports, said: "The union makes sense because we share many values with Holaluz. Our work philosophy is the same: don't give up until the end because everything is possible and together we will go far. In addition, I am glad they trust the project and want to join us in this ambitious adventure".

FastHolaluz

In the key Olympic year for alpine skiing, some of the best Spanish skiers have joined forces to change the history of national skiing by creating, together with a high-level technical body, Spain's first private women's ski team, the FAST team (Female Alpine Ski Team), launched by La Molina Club d'Esports. An ambitious and historic project that will feature some of the best Spanish skiers of today, including Núria Pau – who will fight to qualify for the 2022 Beijing Olympic Games. The team currently consists of nine skiers: Núria Pau, Celia Abad, Clara Pijolet, Georgina Tarragó, Maria Relat, Lisa Vallcorba, Jara Beso, Inés Sanmartin, and Claudia García. Alongside them, there is a technical body led by Cristian Masdeu and consisting of Xavier Salarich, Pelayo Abad, and Sofía Gandarias.

Holaluz

Holaluz has the goal of a world powered by 100 percent green energy. This objective is advanced by persuading people to switch to a green energy plan made with 100 percent renewable energy. On average, Holaluz clients can make savings of 10 percent thanks to the intensive use of technology and a people focused business strategy which promotes a trusting relationship with clients.

Created with the conviction that companies can be tools to change the world, Holaluz leads the transformation of the Spanish energy sector with a commitment to the new model of distributed generation and differential supply in self-consumption. Holaluz is a benchmark company not only statistically but also in terms of quality and service innovation. Holaluz was the first electricity company to implement a simplified compensation package in the Spanish market with Holaluz Cloud, a programme that allows the deduction of surpluses from energy bills (in other words, the excess energy produced by solar panels that can't be consumed in the moment).

Holaluz expects to reach one million customers and 50,000 photovoltaic installations by the end of 2023.

At the heart of Holaluz's strategy is the commitment to a new business model which gives employees flexibility and autonomy to carry out their responsibilities in a way that allows for a better work/life balance. Examples of this approach include goal-based tasks and easy scheduling. This holistic business approach has helped Holaluz close in on its target of achieving parity of representation in all areas of the company. This development has come about almost completely organically. (It has only been necessary to apply quotas to the technology team where focus has been applied to gain 100 percent parity.)

Holaluz has a positive impact on its employees, the community, and the wider environment. It was the first European power company to be B Corp certified. This authorisation of social and environmental performance beyond profit is shared with 2,400 other companies in 50 countries. Holaluz is also one of the founding companies of "Capitalism with a Conscience in Spain", a philosophy that recognises the innate potential for business to improve the world.

Holaluz's leadership position in the energy transition has been recognised by Sustainalytics, the world's leading agency for ESG and corporate governance research and ratings. Sustainalytics places Holaluz at number one in the world in the category of electricity companies. In the overall reckoning, the Sustainalytics universe, which collates the performance of 13,028 companies, Holaluz was placed among the top two percent of companies. In the utilities category, which compares 446 companies, Holaluz finished second worldwide. In terms of measured risk, Holaluz was apportioned a score of 12 which is "low risk" (scores of between 10 and 20 are considered "low risk").

For further information:

Holaluz | Marissé Arrufat
marisse.arrufat@holaluz.com
Tel. +34 608 733 170

Interprofit | Valença Figuera
valenca.figuera@interprofit.es
Tel. +34 660 805 317

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